

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
e-Rewards, Inc.		02/06/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	JPMorgan Chase Bank, N.A., as Administrative Agent		
Street Address:	2200 Ross Avenue, 8th Floor		
Internal Address:	Attn. Chris Snodgrass		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75201		
Entity Type:	National Association: UNITED STATES		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85388153	ERI	
Serial Number:	85388015	ERI E-REWARDS INC	
Serial Number:	85387915	SAMPLENOW	
Registration Number:	4061609	ADIMENSION	
Registration Number:	4025122	RESEARCH NOW	
Registration Number:	4025123	R N	
Registration Number:	4025124	R N RESEARCH NOW	
CORRESPONDENCE DATA			
Fax Number:	(214)661-4691		
Phone:	214-953-6691		
Email:	b.k.drinkwater@bakerbotts.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	B. K. Drinkwater, c/o Baker Botts L.L.P.		

CH \$190.00 85388153

Address Line 1: 2001 Ross Avenue, Suite 600
Address Line 4: Dallas, TEXAS 75201

ATTORNEY DOCKET NUMBER: 002642.2431

NAME OF SUBMITTER: B. K. Drinkwater

Signature: /B. K. Drinkwater/

Date: 02/07/2012

Total Attachments: 8

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

February 6, 2012

Pursuant to an Amended and Restated Pledge and Security Agreement (as amended, supplemented or otherwise modified from time to time, the "Security Agreement"), dated as of July 14, 2011, e-Rewards, Inc., a Delaware corporation ("Grantor"), whose address is 5800 Tennyson Parkway, Suite 600, Plano, Texas 75024, hereby grants and assigns to JPMorgan Chase Bank, N.A., as Administrative Agent (as defined in the Security Agreement), whose address is 2200 Ross Avenue, 8th Floor, Dallas, Texas 75201, Attention of Chris Snodgrass, a continuing security interest in and a continuing lien upon all of its right, title and interest in and to the following, whether now owned or hereafter acquired:

(a) all copyrights, rights and interests in copyrights, works protectable by copyright, copyright registrations, and copyright applications; all renewals of any of the foregoing; all income, royalties, damages, and payments now or hereafter due and/or payable under any of the foregoing, including damages or payments for past or future infringements for any of the foregoing; the right to sue for past, present, and future infringements of any of the foregoing and all rights corresponding to any of the foregoing throughout the world, including without limitation, the foregoing as set forth on Exhibit A;

(b) any and all patents and patent applications; all inventions and improvements described and claimed therein; all reissues, divisions, continuations, renewals, extensions, and continuations-in-part thereof; all income, royalties, damages, claims, and payments now or hereafter due or payable under and with respect thereto, including damages and payments for past and future infringements thereof; all rights to sue for past, present, and future infringements thereof and all rights corresponding to any of the foregoing throughout the world, including without limitation, the foregoing as set forth on Exhibit B; and

(c) all trademarks (including service marks), trade names, trade dress, and trade styles and the registrations and applications for registration thereof and the goodwill of the business symbolized by the foregoing; all licenses of the foregoing, whether as licensee or licensor; all renewals of the foregoing; all income, royalties, damages, and payments now or hereafter due or payable with respect thereto, including damages, claims, and payments for past and future infringements thereof; all rights to sue for past, present, and future infringements of the foregoing, including the right to settle suits involving claims and demands for royalties owing and all rights corresponding to any of the foregoing throughout the world, including without limitation, the foregoing as set forth on Exhibit C.

The Administrative Agent's security interest in such copyrights, patents, trademarks, service marks and registrations, applications for registration thereof can be terminated only in accordance with the terms of the Security Agreement.

[Signature page follows]

IN WITNESS WHEREOF, the undersigned has executed this Intellectual Property Security Agreement as of the date first above written.

E-REWARDS, INC.

GB By: 

Name: Nathan Runnicles

Title: Chief Financial Officer

EXHIBIT A

Copyrights and Copyright Applications

None.

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TRADEMARK
REEL: 004712 FRAME: 0153

EXHIBIT B

Patents and Patent Applications

<u>Description</u>	<u>Application No.</u>	<u>Application Date</u>	<u>Country</u>
System and method for generating a knowledge metric using qualitative internet data	61/528,862	August 30, 2011	USA

EXHIBIT C**Trademarks and Trademark Applications**

<u>Trademark Application</u>	<u>Application No.</u>	<u>Description</u>	<u>Application Date</u>	<u>Country</u>
eri (stylized)	85/388153	Business marketing services; business information services, namely, data collection, sampling and reporting; business research and surveys; business research consultation; consultation services in the field of company, business sector and industry data and research; market research and market intelligence services; social media strategy and marketing consultancy; design and implementation of commercial research methodologies	August 3, 2011	USA
eri e-rewards inc. (stylized)	85/388015	Business marketing services; business information services, namely, data collection, sampling and reporting; business research and surveys; business research consultation; consultation services in the field of company, business sector and industry data and research; market research and market intelligence services; social media strategy and marketing consultancy; design and implementation of commercial research methodologies	August 3, 2011	USA
SAMPLENOW	85/387915	Marketing research services; market intelligence services; business information	August 3, 2011	USA

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		services, namely, data collection and sampling; conducting business, market research and public opinion research surveys; consulting services in the field of business, market research and public opinion research surveys; preparing survey statistical reports; providing a computerized online interactive database for business, market research and public opinion research surveys of subscribers featuring survey data and analyses		
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<u>Trademark Registration</u>	<u>Registration No.</u>	<u>Description</u>	<u>Registration Date</u>	<u>Country</u>
ADIMENSION	4061609	Conducting business marketing and advertising research and surveys; computerized database management services; public opinion polling for business or advertising purposes, namely, monitoring and profiling exposure to web content, web usage, media consumption, consumer behavior, survey responses, and preferences via a global computer information network; compiling and providing on-line computer data in the field of monitoring consumer behavior and preferences via a global computer information network; providing benchmarking information concerning attitudinal and behavioral data in the field of monitoring consumer	November 22, 2011	USA

		behavior and preferences		
RESEARCH NOW	4025122	Business and marketing services, namely, conducting, processing, and analyzing qualitative and quantitative business and marketing research and public opinion surveys; consulting services in the field of market research public opinion surveys; organization and management of focus groups, panel groups and online opinion panel participants; business information services, namely, data collection and data sampling; and providing customer and prospective customer relationship management consultation services to businesses	September 13, 2011	USA
RN (design)	4025123	Business and marketing services, namely, conducting, processing, and analyzing qualitative and quantitative business and marketing research and public opinion surveys; consulting services in the field of market research public opinion surveys; organization and management of focus groups, panel groups and online opinion panel participants; business information services, namely, data collection and data sampling; and providing customer and prospective customer relationship management consultation services to	September 13, 2011	USA

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		businesses		
RN RESEARCH NOW (and design)	4025124	Business and marketing services, namely, conducting, processing, and analyzing qualitative and quantitative business and marketing research and public opinion surveys; consulting services in the field of market research public opinion surveys; organization and management of focus groups, panel groups and online opinion panel participants; business information services, namely, data collection and data sampling; and providing customer and prospective customer relationship management consultation services to businesses	September 13, 2011	USA

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